



Social Engagement: How to Engage in Good and Bad Times

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#LiNCLocal

Lithium

WHAT CEOS THINK

Social will be a *primary way of engaging* customers within five years.

Source: IBM

How one tweet converted a customer of 20 years to the competition

Published on July 10, 2014



Bronwyn Cook | Follow

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As I approached the renewal point of my mobile phone contract and handset I reached out to my provider to get information on the latest plans.

Of course, over 2 years the plans have changed and there was no equivalent of what I was currently on. The plans available were for less data, more money...no new innovations or incentives.

I let it sit for a while, I wasn't in a hurry to upgrade.

Then I started noticing an offer from a competitor. Mainly an offer on which you could share your mobile data plan across up to 5 devices.



Bronwyn Cook



Personal account for random ramblings. After my friends & family. No. 1 love in my life is Bon Jovi. I'm also passionate about several TV shows & mus. theatre.

Bon Jovi Expert

WHAT CUSTOMERS ACTUALLY EXPERIENCE

The majority of tweets
directly to brands go
unanswered.

Source: Maritz



evansdave

Jun 18, 2014, 8:14pm

.@sfo Men's room T3 Gate 85 needs
attn. Even by guy's standards it's
unacceptable. Think "Fillmore after
Dead show."



WHAT MARKETERS NEED TO KNOW

Consumers are *more likely to buy* from companies who respond.

Source: New York University



evansdave

Apr 01, 6:21pm

We'd like to switch to SlingTV...how do we do that?



dish_answers

Apr 01, 6:24pm

you can visit sling.com. *SJ



evansdave

Apr 02, 9:52am

OK, signed up, started trial. so cool that you are offering this. It's the future. :-)



slinganswers

Apr 02, 3:22pm

ok that's great welcome to the family lets [#TakeBackTV](#). *JL

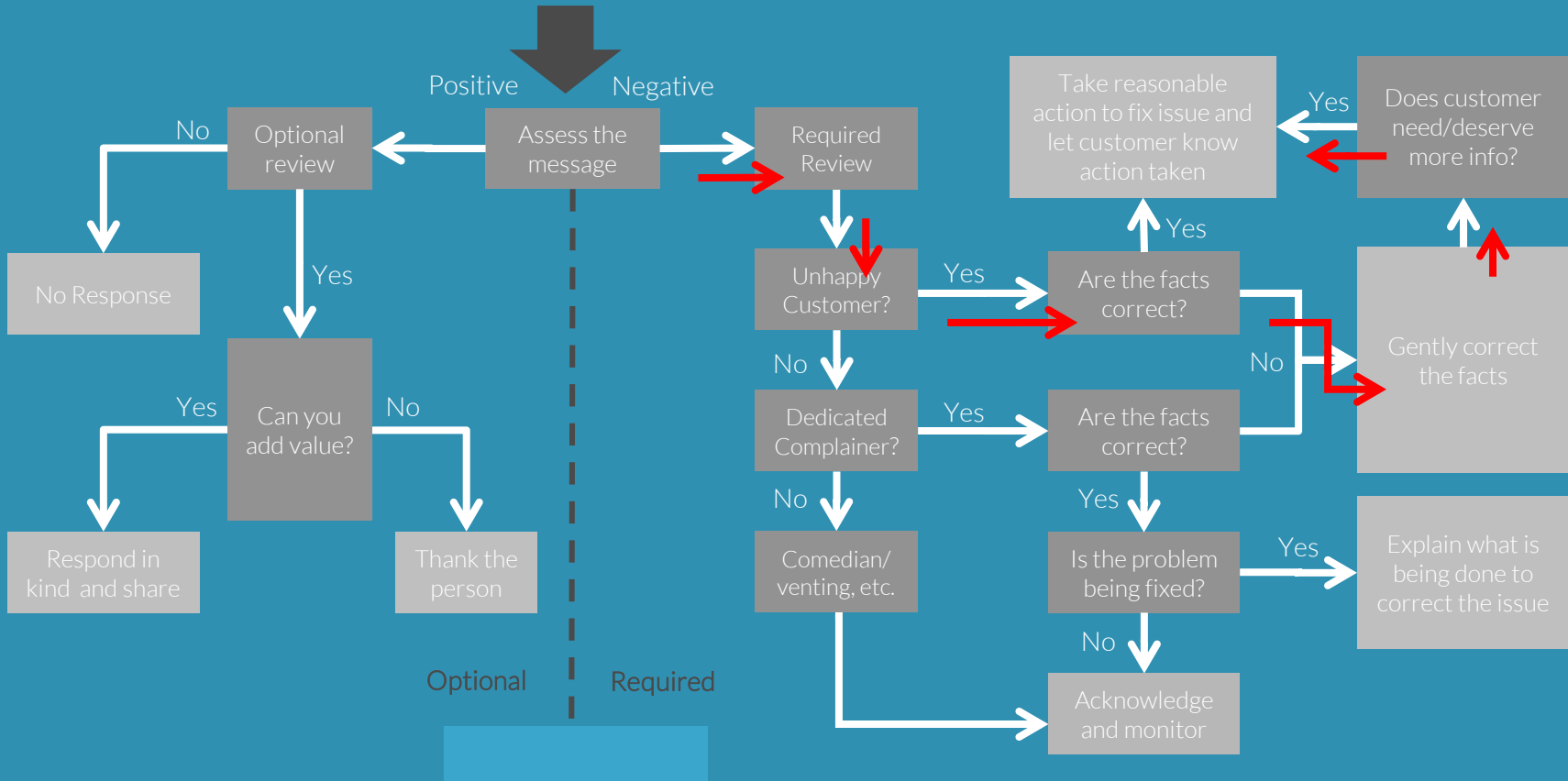
BUSINESS IS BUILT ON TRUST



Source: Edelman Trust Barometer 2014

A screenshot of a Twitter thread. The top tweet is from Marvin HolmesLeopold (@mholmesleopold) dated 5:17 AM - 6 Sep 2016. It contains the text: "#uimktg @HiltonSuggests provides suggestions because Hilton is more than a hotel company; it is a trusted resource for travelers." Below this is a reply from Hilton Suggests (@HiltonSuggests) dated Sep 6, which says: "@mholmesleopold Thanks for the S/O! We look fwd to helping you w/suggestions for your next trip! ^DG". The interface includes a 'Follow' button, a 'Like' count of 1, and icons for reply, retweet, and heart.

ELEMENTS OF A RESPONSE STRATEGY: TRIAGE



COMMUNITY: A KEY ELEMENT OF EFFECTIVE RESPONSE

THE DEDRUMMI®

TalkTalk's community team being given the credit (and budget) it needs after brand emerges from hack with trust at a high

- 1) Respond quickly
- 2) Respond authoritatively
- 3) Be open and transparent

The screenshot shows the TalkTalk community page. At the top, the TalkTalk logo is on the left, and navigation links for TV, Broadband & Calls, News & TV Guide, My Account, Community, Mail, and Help are on the right. Below this is a secondary navigation bar with links for Community Home, Service Status, Help with your Service, Latest Posts, Stars Hub, and Forum. A 'Sign In' button is also visible. A red banner with the text 'Need some help?' is overlaid on the page, containing a search bar with a dropdown menu set to 'All community' and a search input field. Below the banner, a green bar contains the text 'know how to get the most out of our community?'. The main content area features a 'Welcome to our Community' section with a blue 'Join us' button and a white 'Sign In' button. To the right, a green box highlights '521 Recent answers' with a checkmark icon and a cartoon character. A red speech bubble in the top right corner of this box indicates '3,500 Active members'. The background of the page shows a person using a smartphone and a child with headphones.

COMMUNITY'S PERSISTENT STORE OF POSITIVE STORIES HELP TOO

The screenshot shows the Southwest Airlines Community homepage. At the top, there's a navigation bar with 'Southwest' logo, 'FLIGHT | HOTEL | CAR', 'SPECIAL OFFERS', 'RAPID REWARDS', and 'Join / Login'. Below the navigation, a large banner reads 'Welcome to The Southwest Airlines Community!' with a sub-header 'Share stories, exchange knowledge, and find inspiration from our members.' and a 'Let's Get Started' button. To the right is an image of a Southwest airplane. Below the banner are statistics: '2149 Online', '98900 Members', and '53081 Posts'. A search bar is present with 'Search the Community' and a 'Search' button. Below the search bar is a 'Latest Activity' section with tabs for 'Featured Posts', 'Recent Posts', and 'Latest Solutions'. It lists several posts with their titles, authors, dates, and reply/view counts. At the bottom, there are two main sections: 'Stories' with the tagline 'Every seat has a story. Read the latest stories and share your own!' and 'Discussions' with 'Have a question? Share knowledge and learn from travelers like you.'

The screenshot shows a community post titled 'Southwest Started My Bachelorette Party Off Right!' by user 'simanski' on 06-25-2017 09:50 AM. The post includes a photo of an airplane cabin with a heart-shaped balloon. The text of the post describes a bachelorette party on a Southwest flight, mentioning the flight attendant's help and the crew's celebration. The post has 6 replies and 1 view. Below the text is a photo of a group of women celebrating on the plane. The right sidebar shows 'Related Discussions' (none), 'Latest Stories' (including 'An "EPIC" start to my Campus Reach Internship!', 'Kallie's 18th Birthday Celebration Tour', 'High School Interns Join Southwest for the Summer', 'Meet Our June A-Lister: David Holmes', 'LGBT+ Pride Month: Because of My Southwest Family...', 'Southwest's 737th New 737!', 'Fare Sale Alert! Why Stay When You Wanna Get Away?', 'Lilly Pulitzer and Southwest Team Up for Fun in Fo...', 'Southwest Launches New CVG Service and Now FLL In...', and 'My Son's LUV for Southwest'), and a 'Southwest' logo.

BE PREPARED: CRISIS MANAGEMENT STARTS BEFORE THE CRISIS OCCURS

When the wave hits, follow your plan:

- 1) Crisis Policy
- 2) Retro-active Filtering
- 3) Dynamic Routing
- 4) Granular Prioritization
- 5) Immediate Disposition
- 6) Scalable Pipeline

